



PALOS VERDES ESTATES

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For Further Information
Call J. A. Menard
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or
Vermont 6642.



Your Home in Palos Verdes Estates

WHERE is your permanent home going to be? Ask yourself,—ask any dozen or hundred persons and they will tell you—

"Where it is healthful."

"Where it is beautiful."

"Where neighbors are pleasant."

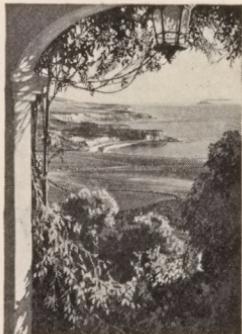
That's it. That's all of it. That's all there is to life that counts—health, beauty, fellowship—a magnificent trinity that we instinctively desire.

And, in selecting the site for your permanent home such considerations must always be uppermost, for the home is the heart's abode and the fortress of your contentment. In it is determined the destiny of your family and yourself.

Test, by these standards of life, this story of PALOS VERDES ESTATES.



IN PALOS VERDES ESTATES each new curving terrace spreads before you the glory and majesty of the ocean—its blues and purples, its surges and breathless silver distances, and landward, the distant mountains beyond Los Angeles. It is the ideal location for your permanent seashore home estate.



PALOS VERDES ESTATES

AT the apex of the direction of the growth of the City of Los Angeles, exactly in the center of its coast line, lies the great seashore area of Palos Verdes Estates, intact in one great segment.

While modern cities have built around Palos Verdes, and concrete highways and trolley lines have skirted its edges, it has remained for a hundred years untouched, unspoiled—an ideal reservation for the creation of the most splendid residential district in the West, if not in the United States.

The First Development Area, described in this booklet, comprises more than three thousand acres. This area is laid out in four splendid districts—the Valmonte District on the northeast; the Malaga Cove District on the west; the Lunada District further south and the Miraleste District overlooking Los Angeles Harbor. These districts are now being improved according to the great Palos Verdes plan.

A Magnificently Planned Residential City

Palos Verdes Estates development is the largest city planning project in America, with the possible



Greater Los Angeles is pressing toward the sea and PALOS VERDES ESTATES. There is only one coast line and its desirable residential areas are limited. Once filled up they can never be replaced. Remember this as you consider the advantages of PALOS VERDES ESTATES.



Gardens Flourish on the Fertile Terraces

exception of the Nation's Capital, Washington, District of Columbia.

In Palos Verdes, with its natural homesites of exceptional magnificence, the foremost consideration is the building of an exquisitely beautiful residential city. Two definite objects (set months ago) have been reached. They are:

1. The planning, at one time, of improvements and construction that will make Palos Verdes Estates worthy of its superb natural location, attracting not only seekers and builders of great estates, but people in all walks of life, to whom beauty of surroundings appeals strongly and who would gladly live where these can be enjoyed to the utmost.

There are sites for great estates and there are sites for small homes in Palos Verdes—all beautiful.

2. Development of Palos Verdes Estates in such a manner as shall make this the most desirable and, therefore, one of the most valuable, residential properties in America with corresponding financial returns to those who purchase property.

The Planners of Palos Verdes

Who has been deemed good enough to plan the first residential district of this magnitude in the world, to be developed as one piece—as you might plan and develop your own house and garden? Who is able to protect it, once planned? Who may buy it? What kind of homes may be upon it?



Silver Sands and Tawny Cliffs

From every corner of the map the leaders in their professions have been assembled to do this work. These are some of the men who have spent more than a year designing and planning Palos Verdes Estates: *E. G. Lewis*, builder of University City, St. Louis, and Atascadero, California; *Olmsted Brothers*, of Brookline, Massachusetts, designers of Central Park, New York; the San Diego Exposition; St. Francis Wood, San Francisco; Chicago, Atlanta and Seattle World Fairs, etc.; *Myron Hunt*, chairman Art Jury, designer of Ambassador Hotel, Occidental College group, and other important buildings and residences of Southern California; and more than fifty other engineers, architects and landscape designers as consultants.

The Principle Behind the Plan

It is important for the moment to know the broad, general principles on which their work in the planning of this splendid undertaking has rested. Here they are: *First*, a residential district ideally planned, advancing beyond the most modern and effective city planning known. *Second*, an Art Jury, such as those of New York, Philadelphia and other great cities, to pass upon and protect every business





Bountiful Yields Without Irrigation

block or apartment, every house, garage, or building of any sort, every sign, every fence, every statue, every gateway, every public planting—not to enforce a limit of costs, but to insure all residents of Palos Verdes against the unsightly, the inartistic, the injurious in design, while at the same time fostering the widest possible latitude in individual expression. The Art Jury will serve to establish for all time the artistic ideals of the Palos Verdes plan.

The Art Jury includes Mr. J. H. Coverley, Manager of Palos Verdes Estates; Mr. Myron Hunt; Mr. David C. Allison, specialist in school and institutional architecture, and Vice-President, Allied Architects' Association of Los Angeles; Robert D. Farquhar, Fellow American Institute of Architects, member of the Architectural Commission Panama-Pacific Exposition and designer of the Clark Memorial.



Artistic Standards Insured

There are homesites in Palos Verdes for people of moderate means, as well as for the well-to-do. It is not the cost of a place necessarily that makes the best neighborhood. A \$3,500 home, if properly designed, may be as



Homes Like This Will Dot Palos Verdes

attractive as a \$15,000 house. There are sections for all kinds of homes, but everywhere the artistic standards will be insured. Every possible forethought and successful protection worked out in other cities will be taken advantage of to make Palos Verdes the most lovely, attractive, homelike place in the world, and this will be done at a very reasonable cost, one *within the means of every ordinary family.*

Protective restrictions are made a part of the deeds to the property. One may choose a homesite knowing in advance exactly the kind and character of development that will be there. Zones are established for business houses, apartments and residences. All the safeguards and provisions for permanency that you yourself would set about your home have been made.





A Cottage—An Ocean View and Contentment

The Homes Association

In order that the people who buy and build homes in Palos Verdes may have from the beginning the means of making the most of their common opportunity, a Palos Verdes Homes Association has been incorporated, to be run without stock or profit. Every lot holder will be entitled to a share and a vote automatically upon taking possession of his property. This association is legally authorized to look out for the ornamental features, parking and planting in the tract, see that vacant lots and streets are kept clean, collect garbage, organize a Community Club, and provide other recreation facilities.



Unsurpassed Ocean View

No home need be without its ocean view in Palos Verdes. Along the



PALOS VEL

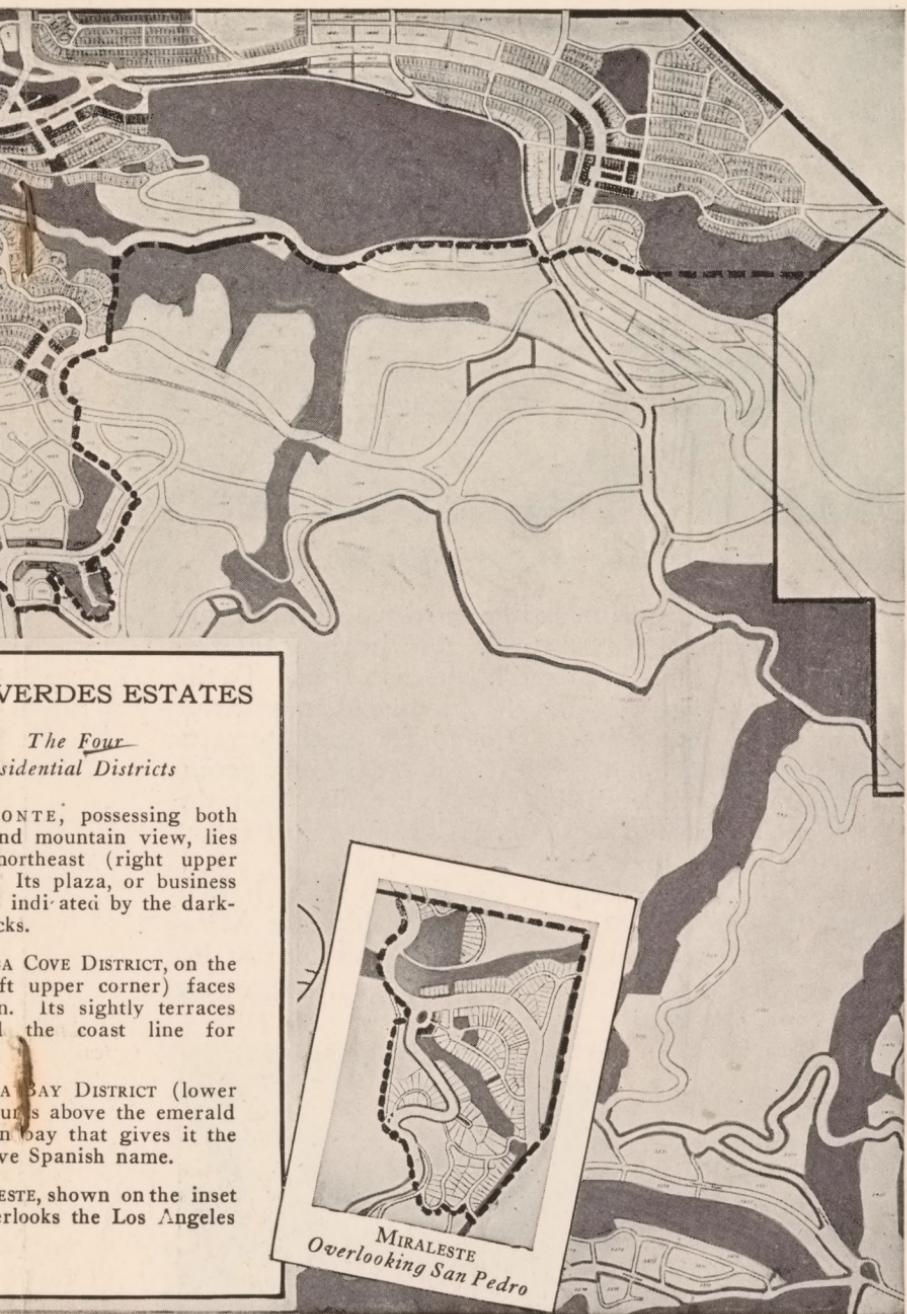
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MIRALESTE,
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VERDES ESTATES

The Four Residential Districts

ONTE, possessing both land and mountain view, lies northeast (right upper). Its plaza, or business indicated by the dark-rocks.

A COVE DISTRICT, on the left upper corner) faces . Its slightly terraces the coast line for

A BAY DISTRICT (lower runs above the emerald bay that gives it the ve Spanish name.

ESTE, shown on the inset overlooks the Los Angeles



Artistic Design—Not Price—Makes the Home

coast line wonderful marine gardens are held captive in a hundred bays, while across the channel Catalina Island, blue-green and opalescent, rises. To the north the rugged Santa Monica headlands thrust out boldly into the sea. Inland the gentle terraces mount upward, until 1400 feet above the blue ocean, they overlook all Southern California from the mountains back of Los Angeles to the utmost extent of the visible coast line.

At the southern end of the Estates is the harbor of the City of Los Angeles, over which the Miraleste District commands a superb view. Just beyond lies the City of Long Beach, a fast-growing city of 75,000 or more residents.

At the northern end is Redondo with its beach resorts, and just beyond Hermosa and Manhattan Beaches,





This View from Your Breakfast Nook

and Playa del Rey, with Venice and Santa Monica a little further north.

Cooler in Summer, Warmer in Winter

Palos Verdes Estates is provided with a climate peculiar to itself. The temperature variations show an average change of only 18 degrees between winter and summer. It is therefore, cooler than downtown Los Angeles in summer and warmer in winter.

Meteorological records show that the wind velocities of Palos Verdes Estates are but one-half of those of the plain of Los Angeles, while in an entire year there was but a single day in which the

sun did not
shine on Palos
Verdes.



A study of climatic conditions in the Estates has been made by the eminent Meteorologist,



Your Own Beach Ten Minutes Away

Dr. Ford Ashman Carpenter, who says in his report:

"In comparison with other districts this region may be said to be BEYOND THE REACH OF ORDINARY WEATHER INFLUENCES SUCH AS HEATED OR COOLED LAND AREAS IN THE VICINITY."

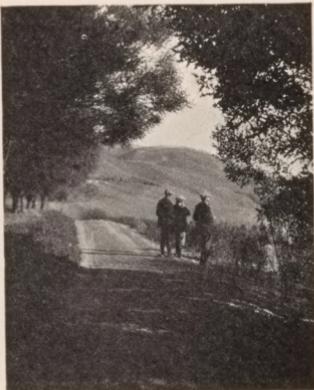
With these peculiar advantages of almost complete freedom from high winds, ocean fogs and frost, and with its pleasant and even temperature, the climate of Palos Verdes Estates is about as nearly ideal as exists.

Richest Unirrigated Land in South

The soil of Palos Verdes Estates is extraordinarily rich. Eleven thousand eight hundred and twenty acres are under cultivation *without irrigation*. It constitutes the richest area of unirrigated land in the southern part of California. Up to the 700-foot contour the Estates are frostless. As an indication of the fertility and climatic conditions, eight hundred carloads of early cucumbers were shipped from the gardens of its slopes in a single winter.

The First Development Area

The map in the center of this booklet shows the





Hilltops That Are Rich Plateaus

actual plan of development for the First Area. The centers of the four residential districts may be located by the darker blocks on the map.

It is natural that first development should take place near the rail-heads—for remember Palos Verdes has never been developed heretofore by even so much as being traversed by a railroad. The rail-heads are at Redondo and San Pedro and there the first improvements are being put in.

What the Improvements Are

The street and boulevard system is probably the first ever planned in United States with automobile traffic in mind. Wide main traffic highways are provided, with ample parking space. Connecting streets are so laid out that there will be a minimum of disagreeable congestion.

All main traffic boulevards will be constructed with easy grades, following the natural contour of the terraces. In the residential district streets will be wide, with ample provision for parkways and ornamentation.

Cement or macadam walks, their width being in harmony with the





Everywhere the Sea and Matchless Prospects

width of the road, curbs, bridges and other street work will be installed as needed.

In many of the concealed nooks and canyon spots where fascinating, unconventional lodges will find ideal settings, there will be no "modern improvements" to destroy the natural charm. The flagstone walk or gravelled path and a rustic bridge will supplant formal streets and curbs.

For all tastes and all purses there will be a place in Palos Verdes.

Abundant Pure Water on Land

Palos Verdes Estates possesses its own source of water supply. The first well has been drilled and the distributive system is being constructed.

A report on water facilities from the ablest engineer available states, "at least thirteen million gallons of water per day can be developed along the northern and eastern prop-



erty lines of the Palos Verdes land." Such a supply would be ample for a population of 150,000, according to estimates.

Estates of Every Size and Prospect

There is no monotony about Palos Verdes Estates and no dull uniformity of lot sizes. You may have a big lot or a little lot and wherever you find the one you like the best, you will see that it has been bounded with regard to the contour, view and natural location for a home. Skilled city-planners and landscape artists have determined the sizes and locations of every plot.

The prices are reasonable—far more reasonable than you even dream. And homesites and business property are released on very convenient terms of payment.

A Home in Palos Verdes Estates

Here are thousands of fertile acres, rising softly from the sea, with many little finger tips reaching into the ocean to form little bays and crescents—nowhere is the prospect more beautiful.

Who is there who does not dream of a permanent home by the emerald seas of California! And where is there a location more beautiful, more satisfying than at Palos Verdes!

Every turn of the coast line will show you a new panorama of almost breathless beauty. Catalina Island rises mistily off shore. Each little cove with its white foam and sapphire sea is another picture that you will long remember.

Everywhere is the sea, and everywhere a different view of it. The long line of triple surf that you see from above Malaga Cove is an entralling sight, to be enjoyed permanently from some one's breakfast room. The rocks and sand of the coves and inlets are the delight of artists. From another point you have another view—of a sea as blue as the bay of Naples, backed by tawny sand cliffs; and so it goes for miles packed with beauty and charm.

Hundreds of Wonderful Homesites

And, everywhere you will see delightful homesites, splendid natural locations for business centers with their clustering homes. You will pick out one place and then another where you would like to live always—hundreds of wonderful sites for your permanent home—and you can live out here—on the land you select for a very small payment down and the balance on convenient terms.

Come and See for Yourself

Visit the office at 929 South Broadway and see the great model map, or go to the land. Then you will understand, far beyond words, just what it means to have engaged in the development of Palos Verdes eminent engineers like Olmsted Brothers, who laid out Central Park in New York City, the \$200,000 Biltmore Estate of George Vanderbilt in North Carolina, and who served with distinction on the Fine Arts Committee of the Lincoln Memorial.

You will see how Palos Verdes has no grid-ironed monotony, but a superb area of winding roads, odd-shaped residence tracts and cunningly devised advantages easily within the reach of the man or woman of moderate means.

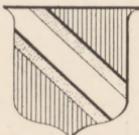
You will see how, as Palos Verdes grows about your permanent home, it will grow beautifully to meet the needs of hundreds of thousands of new residents pouring into Los Angeles, seeking, like you, beauty, health, a home by the sea and the finest neighbors in the world.

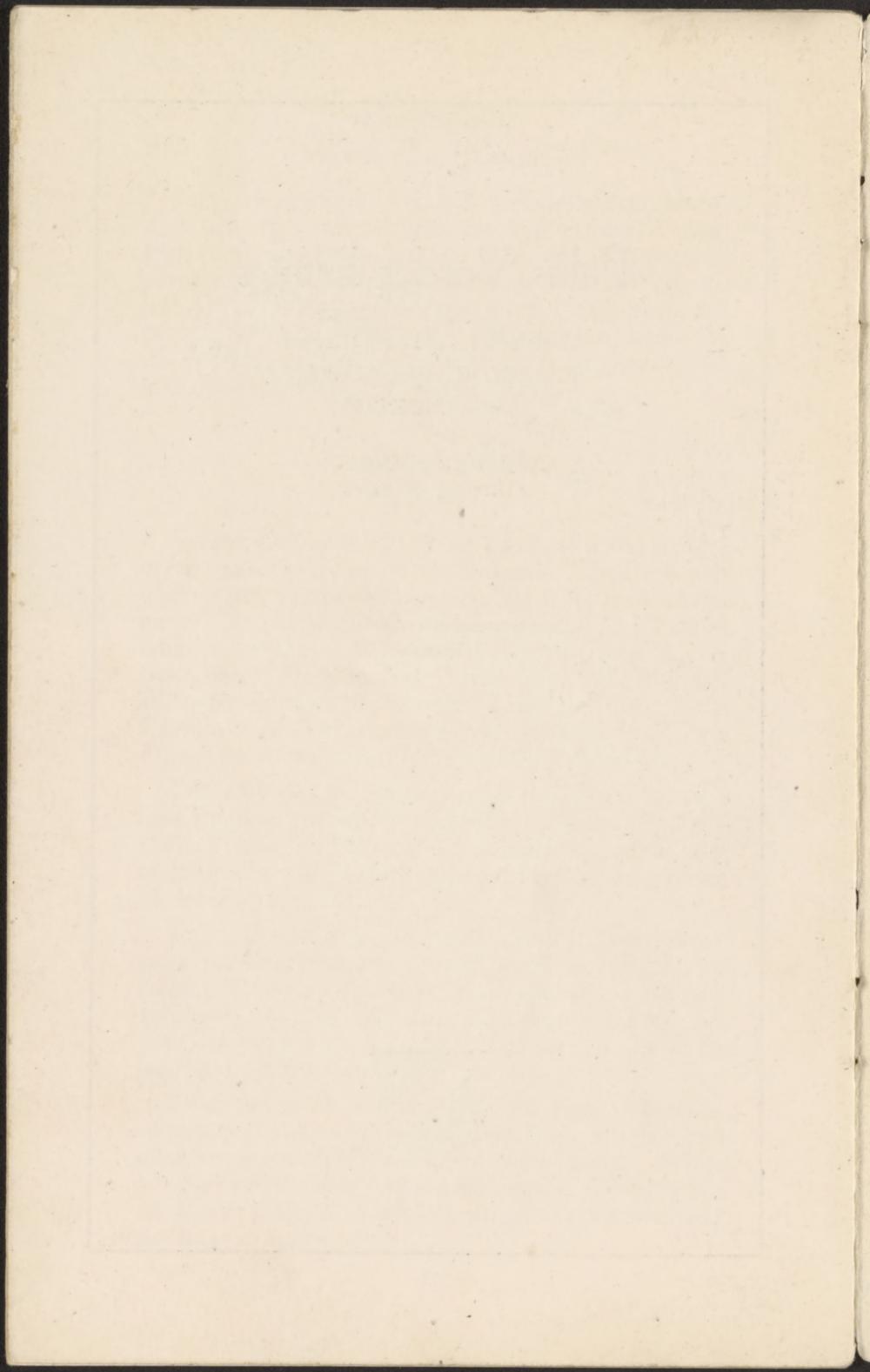
Your estate by the sea in Palos Verdes may be obtained for a small initial payment, with the balance conveniently spread over three years. Prices are far below what you would expect. Now, while ideal sites are still available, choose the site for your permanent home.

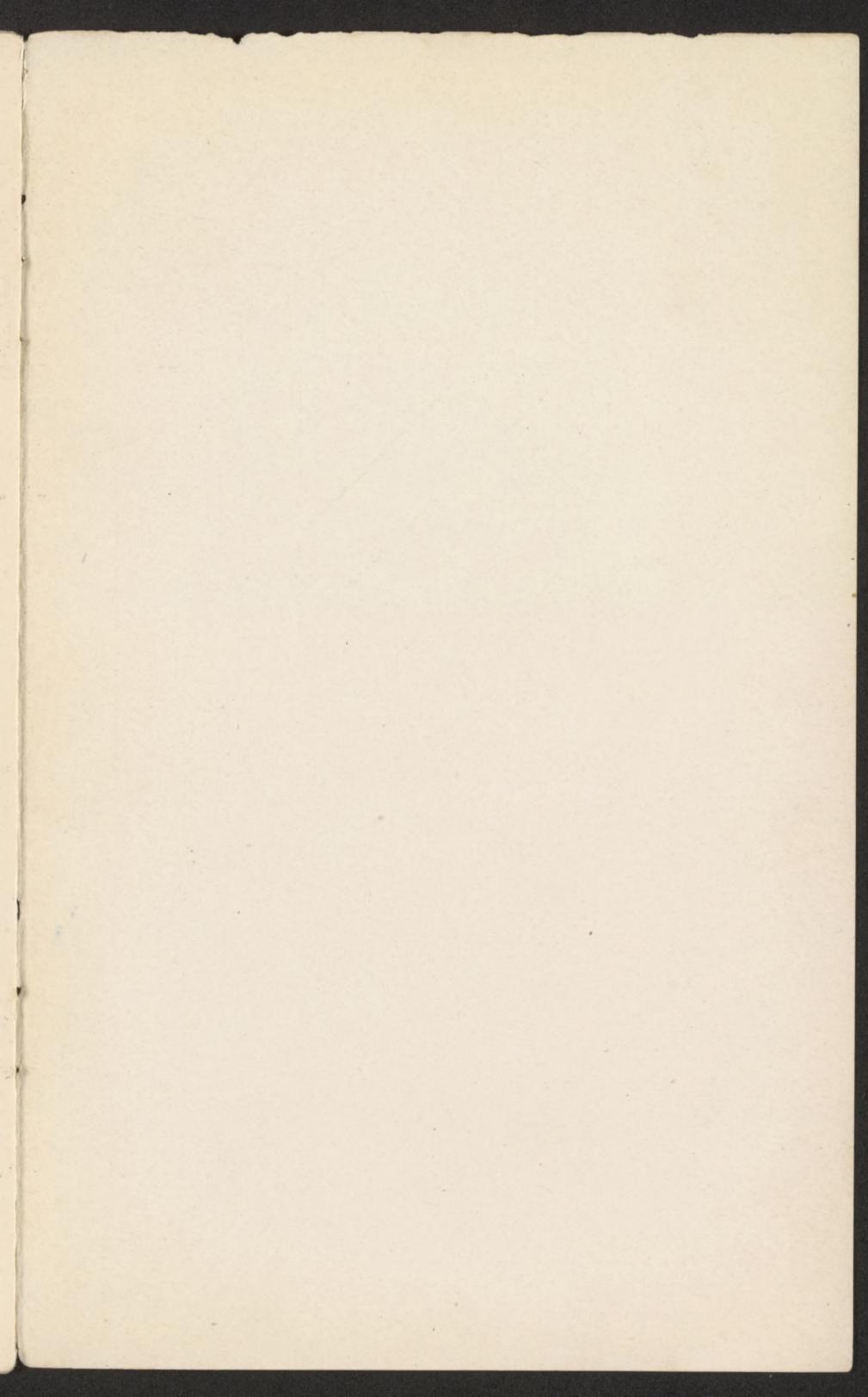
Palos Verdes Estates

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PALOS VERDES
ESTATES